



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 10/4/1999

GAIN Report #CH9827

China, Peoples Republic of

Forest Products

Imported Wholesale Wood Market Opens in

Shanghai

1999

Prepared by:

LaVerne E. Brabant

U.S. Consulate General, Shanghai

Drafted by:

Mabel Zhuang

Report Highlights:

One of the largest local wood wholesale markets in China, the Shanghai Furen Forest Products Wholesale Market renowned for its flooring and plywood products recently added an imported wood market, the first of its kind in Shanghai.

Includes PSD changes: No

Includes Trade Matrix: No

Unscheduled Report

Shanghai ATO [CH2], CH

Imported Wholesale Wood Market Opens in Shanghai

One of the largest local wood wholesale markets in China, the Shanghai Furen Forest Products Wholesale Market renowned for its flooring and plywood products recently added an imported wood market, the first of its kind in Shanghai. On September 11, 1999 the Agricultural Trade Officer LaVerne E. Brabant, and Agricultural Assistant Mabel Zhuang of ATO Shanghai participated in the official opening of the new imported products market.

Originally, the Fu Jian Forestry General Corporation only sold their forestry products in Shanghai, but given the significant forest reserves and resources in Fujian Province later branched out into the wholesaling of other companies products. Most recently the firm has developed an imported wood department, primarily focusing on the purchase of European beech and American hardwoods. However, they now operating the Furen Forest Products Wholesale Market, believing there is excellent potential for imported wood products in Shanghai. The market covers an area of more than 80,000 square meters, and features European Beech, American Cherry & Maple, and SE Asian Teak and Compass. In total, more than sixty companies have already set-up operations in the Furen Wholesale Market.

At the opening ceremony, strong government support was evident with representatives from both the District of Baoshan, and Fujian Province. In addition, World Forest Institute, and Oregon Economic Development Department representatives participated in the ceremony. The event was widely reported in the local print media, and TV news. ATO Brabant and Ag Assistant Zhuang toured the market, observing that European beech currently dominates the market with SE Asian hardwoods apparently enjoying significant trade interest. American hardwoods occupy a much smaller presence in the market although maple, cherry, and black walnut are apparently very popular species which are used in the manufacture of moldings, cabinets, and furniture. We talked at length with two firms handling American hardwoods with one company official who stated their company had imported one forty-foot container of maple which sold-out in a record ten days. However, the same company complained about the inconsistency of quality, and short of stated quantity. Apparently, the company purchased this maple through a trading company so it's unclear who actually supplied the products. We were also told by Fu Jian Forestry General Corp. Shanghai representatives they import four containers of Cherry from the United States every month, with reportedly strong sales.

For additional information, please contact:

Mabel Zhuang
Agricultural Assistant
US Ag Trade Office, Shanghai
E-mail: ZhuangM@fas.usda.gov
Tel: 86-21-6279-8622
Fax: 86-21-6279-8336

Xie Yi Ren
General Manager
Shanghai Furen Forest Products Market

Tel: 86-21-5668-9328
Fax: 86-21-5668-2460